

Barriers and Enablers to Supply Chain Knowledge Sharing and Learning Using Social Media

Susan B. Grant ^(✉)

College of Engineering, Design and Physical Sciences, Brunel University,
Kingston Lane, UB8 3PH, London, UK
Susan.Grant@brunel.ac.uk

Abstract. This research looks at the idea of interactive supplier social networks (SSN's), a novel and comparatively unexplored area in the field of supply chain management. The paper aims to understand the motivations prompting suppliers in a horizontal supply chain to share knowledge within a supplier network. A social constructionist perspective is employed to explore the factors that motivate/prevent engagement in knowledge sharing using social media tools from a customer and supplier's perspective across an insurance supply chain. The findings reveal corporate and industrial culture, work routines, technology, and a high regulatory environment can have a limiting effect on the generation of voluntary engagement in knowledge sharing between organizations and their supply chains in this sector.

Keywords: Knowledge sharing · Supply chains · Knowledge networks · Peer to peer communities · Insurance industry